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FLORA Ventures raises to Israel's largest agri-food venture capital with new $80M fundingÂ

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FLORA Venturesâ?¢ announces the launch of its $80 million fund and its first close with commitments of $50 million, becoming the largest agri-food venture capital headquartered in Israel . And, according to IVC data, it is the largest new Israeli VC fund to complete a first close in 2023 across all tech investment sectors.

FLORA Ventures invests in early-stage startups from two of the leading agrifood ecosystems, Israel and Europe, that are building a healthier, more sustainable and resilient agrifood system; and supports these businesses on a global scale.

The fund's model is unique in that it is the first venture capital fund to tap the world's "original" innovative agricultural pioneers, Israeli kibbutzim, as investors and anchor partners.

FLORA Ventures' co-founders are Gil Horsky , former MondelÄ?z executive, corporate venture investor and leading figure in the global agri-food ecosystem, and Esther Barak-Landes , renowned venture capital investor and co-founder of Nielsen's incubator and investment arm . They secured funding in just four months, identifying an opportunity to fill technology gaps such as food security, digitalization, sustainable agriculture and food as medicine.

They completed the initial ramp-up with top strategic partners, including Sadot Kibbutzim, a cooperative that brings together more than 185 kibbutzim with agricultural output of +$3 billion exported to over 100 countries. They provide the fund's portfolio with exclusive access to farmland, production capabilities and experience for an initial proof of concept and the ability to scale its technologies.